

ALL IN  
FOR HER

A CALL TO ACTION

Our heartfelt thanks go to the Women Moving Millions members who were early champions of this effort. We are deeply grateful for your visionary support. Along with our community, you fully embody what it means to go **ALL IN FOR HER**.

Lauren Embrey  
Helen LaKelly Hunt  
Ann Lovell  
Susan Morrison  
Jacki Zehner

We are honored to stand beside businesses committed to the advancement of women and girls. This initiative would not have been possible without your generous support. Thank you.

Presenting Partner

J.P.Morgan

Impact Partners



Visionary Partners



Stand With Us Partners



“Our deepest fear is not that we are inadequate.  
Our deepest fear is that we are powerful beyond measure.”

Marianne Williamson

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## ALL IN FOR HER A CALL TO ACTION

We know that investing in women and girls works. We can fill an entire library with data on the power of resourcing their potential. These benefits don't stop with them; they extend to their families, communities, and nations, and have an enormous impact on everything from global health to climate change.

The problem isn't evidence. Despite conclusive data and growing attention, funding for the advancement of women and girls remains weak. But it doesn't have to.

In 2009, the Boston Consulting Group estimated that women controlled 27% of the world's wealth - approximately \$20 trillion. This was projected to grow by 8% over the past five years. By 2030, women-controlled wealth would be \$75.4 trillion based on a conservative annual growth rate of 6%.\* These gains represent a growing opportunity. Globally by 2026, women's charitable giving would reach \$1 trillion per year if women gave at 1.7%, the lowest percentage of giving from disposable income on record in the US for the last 40 years.

This is a moment of unprecedented opportunity to put growing resources behind proven solutions and visionary leaders. At Women Moving Millions we're putting our money where our values are and we're inviting you to do the same.

Let's dream big and give bigger. Join us by being ALL IN FOR HER.

Sincerely,  
Women Moving Millions

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In 2007, Helen LaKelly Hunt and Ambassador Swanee Hunt, in partnership with the Women's Funding Network, launched a historic campaign to mobilize \$1 million

commitments for women and girls. Today, we are a growing community of more than **200** members whose gifts to women and girls exceed **\$500 million**.

\* Women-controlled wealth refers to wealth owned by women with at least \$250,000 in assets under management. According to the Boston Consulting Group, global women-controlled wealth grew at 7% between 2004-2009.

WHAT DOES IT MEAN  
TO BE ALL IN FOR HER?

Give Big

Big change requires big resources. Now is the time to make the biggest gift you can.

Be Bold

Expand the impact of your financial commitment by offering your time, expertise, skills, and contacts. Be the spark that starts the fire by making your contributions public.

Apply a Gender Lens

Consider how gender norms affect women and girls uniquely when assessing funding opportunities.

Be Collaborative

Do more together. Joining forces and pooling funds with donors who share your goals drives efficiency and can enable you to pursue more ambitious agendas.

COMMIT TO BE  
#ALLINFORHER

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NEW DATA ON  
WOMEN'S GIVING

**Transformational giving: Women control a significant and growing part of North American and global wealth. With this growth comes an opportunity to transform philanthropic priorities and set new standards of giving.**

North American women themselves have the capacity to give approximately equal to all charitable giving from individuals in the US in 2013, an estimated \$230 billion.

Women currently control an estimated **\$13.2 trillion** of wealth in North America.

If women gave 1.7% of their wealth, the lowest percentage of giving from disposable income on record in the last 40 years, this would equal **\$224 billion** annually.

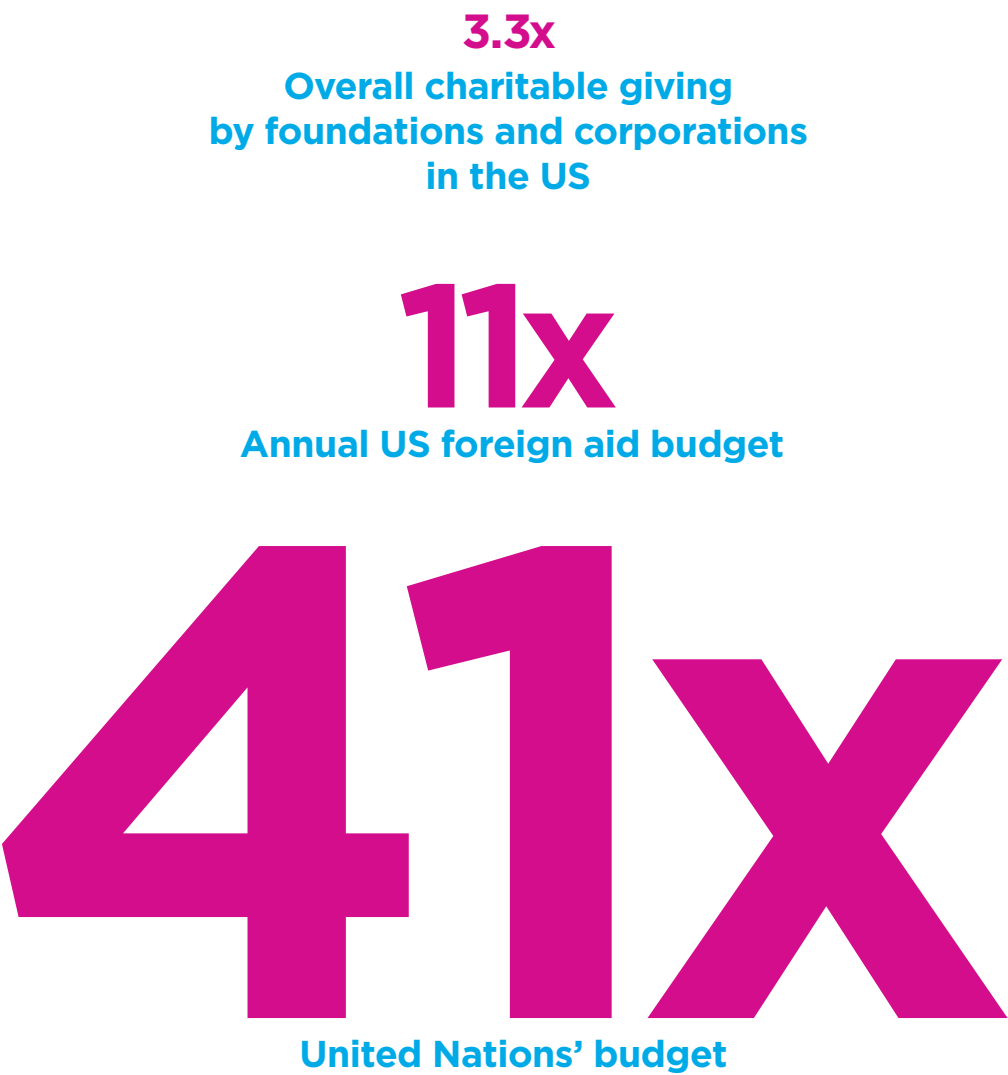
By 2030, at a conservative 6% growth rate, women-controlled wealth will reach **\$33.5 trillion** in North America.

If women gave at only 1.7%, they would give an estimated **\$569.5 billion**.



**What is \$224 billion?**

This level of giving would be equal to:



All figures that refer to women-controlled wealth are based on estimates of wealth owned by women with at least \$250,000 in assets under management.

Detailed notes on the analysis and methodology are provided on page 75.

Data and analysis provided by Changing Our World, Inc.

United Nations, Department of Public Information, Fifth Committee Recommends \$5.53 Billion Budget for 2014-2015 Biennium As It Concludes Main Part of Sixty-Eighth Session. GA/AB/4096, 27 December 2013.

The State Department and USAID Budget. U.S. Department of State, Bureau of Public Affairs. March 4th, 2013.

GLOBAL GIVING POTENTIAL

By 2026, women alone could give an estimated \$1 trillion a year if they gave 1.7% of their wealth.\*

What is the impact of \$1 trillion US dollars?

\$1 TRILLION

is roughly equal to:

Annual

US National Security spending

1/2

of American exports in 2013

2x

as much as the combined market value of General Electric and Walmart in 2014

· Ogg, John C., "Apple Now Worth \$100 Billion More Than GE and Walmart. Combined." 24/7 Wall St., August 25, 2014.

· International Economic Accounts. U.S. Department of Commerce. Bureau of Economic Analysis.

· "Total US National Security Spending, 2014-2015." Table 28-1 from Analytical Perspectives and Homeland Security Appendix in 2015 OMB Budget. Center for Defense Information, National Center for Government Oversight.

Women’s power and influence over institutional resources

Two-thirds of the 100 largest foundations in the United States have women in C-Suite positions

These foundations represent \$9.9 billion in annual giving

All of the top 50 largest corporate foundations in the US have a woman in a C-Suite level position.

The total combined giving for these foundations is \$1.3 billion

Corporate Giving is On the Rise

In the past five years, giving by corporations has risen much faster than overall giving in the US. Women board members and executives have the power and influence to direct institutional giving to women and girls.

- Giving USA Foundation

\*This doesn't include giving from their income or from shared wealth. 1.7% is based off of US giving statistics.



# CALL TO ACTION

WE KNOW WE HAVE WORK TO DO  
GENDER INEQUALITY IS NOT A THING OF THE PAST

## OUR TIME TO ACT IS NOW

### 1. The evidence is in

Extensive research and data conclusively show that empowering women and girls is key to solving the world's greatest problems including poverty, climate change, and conflict.

### 2. The ground is shifting

Women and girls around the world are increasingly stepping into their leadership and demanding social, economic and political progress.

### 3. We have what it takes

Globally, women's wealth is skyrocketing. So is their commitment to catalyzing social change.

**Poverty is female.** According to the UN, the majority of the 1.5 billion people living on \$1 per day or less are women. Over the past decade the gap between the number of women and men in poverty has expanded.<sup>1</sup>

**Girls' lag in education.** Of 58 million out-of-school children worldwide, 53% are girls.<sup>2</sup> Most will never enter a classroom and, if they do, are more likely than boys to drop out early.

**Women and land.** Globally, only 10-20 of every 100 landowners are women.<sup>3</sup>

**Female infanticide.** More than 1.3 million girls are not born in China and India due to preference for sons.<sup>4</sup>

**Women's low incomes.** Worldwide, women earn on average less than 50% of what men earn.<sup>5</sup>

**Violence and abuse.** Thirty-five percent of women worldwide have experienced either physical violence and/or emotional abuse in their lifetime - a rate that rises to 70% in some countries.<sup>6</sup>

**Forced early marriage.** In the developing world, 1 in 7 girls will be married before their 15th birthday.<sup>7</sup>

**Informal work.** The UN estimates that 53% of the world's working women are in vulnerable or informal employment.<sup>8</sup>

**Sexual harassment.** In the US, 83% of girls ages 12-16 have been sexually harassed.<sup>9</sup>

We could go on and on about the facts. (*See our 10 Must-Read Reports for more*). But this isn't a report about the status of women and girls around the world. It is a Call To Action that highlights the opportunity to put women and girls at the center of our efforts to activate and accelerate lasting solutions.









© REUTERS/Kai Pfaffenbach

“Equality between men and women is more than a matter of social justice - it's a fundamental human right. But gender equality also makes good economic sense. When women have equal access to education, and go on to participate fully in business and economic decision-making, they are a key driving force against poverty. Women with equal rights are better educated, healthier, and have greater access to land, jobs and financial resources. Their increased earning power in turn raises household incomes. By enhancing women's control over decision-making in the household, gender equality also translates into better prospects and greater well-being of children, reducing poverty of future generations.”

UNDP, Gender and Poverty<sup>10</sup>

“Blocking women and girls from getting the skills and earnings to succeed in a globalized world is not only wrong but also economically harmful. Sharing the fruits of growth and globalization equally between men and women is essential to meeting key development goals.”

Chief Economist, Justin Yifu Lin, World Bank Report on Gender Equality and Development<sup>11</sup>

“Women are the world's most underserved and undervalued resource. At present, they make up 70% of the world's poor and earn only 10% of its income, despite producing over half its food. Studies suggest that if women's paid employment rates were raised to the same levels as men's, per capita income in some of our fastest-growing economies would rise 20 percent by 2030.”

Clinton Global Initiative, Women and Girls<sup>12</sup>

## GENDER EQUALITY: THE OPPORTUNITY FOR IMPACT

The case for greater gender equality is a matter of common sense: providing half of the world's population with the rights, freedoms and opportunities afforded to the other half is the right thing to do. Conversely, when half the world's population is held back - when women's rights, safety, health, education, political participation and economic prospects are limited - the entire world is held back.

In 2000, the United Nations (UN) set forth eight Millennium Development Goals to be achieved by 2015. Progress has been particularly poor in areas such as maternal health, girls' education and women's empowerment, which has in turn hampered development progress as a whole. The reason for this outcome is not a mystery. The UN, national governments and other actors have been far too slow to apply a gender lens to development. But gender equality is not just a “women's issue”. All strategies for development require us to consider the different circumstances of men and women and boys and girls to be successful and sustainable.



© REUTERS/Rupak De Chowdhuri

“Together men and women are the two wings of a bird - both wings have to be not wounded, not broken, in order to push the bird forward.”

Dr. Sima Samar, Chair of the Afghan Commission on Human Rights

Over the past two decades, academics, research groups, governments, businesses and non-profit organizations across all political lines have produced a mountain of evidence demonstrating that gender-lens investing creates a multiplier effect: the more we invest in women and girls, the more they invest back into their families and communities, propelling social and economic advancement from one generation to the next.

For more data and information on why and how to use a gender lens to give to women and girls, please see our *10 Must-Read Reports* on p. 63.

Visit [www.womenmovingmillions.org/how-we-do-it/resources](http://www.womenmovingmillions.org/how-we-do-it/resources) for Top 100 Reports.

The sheer volume of this evidence could fill a library but has yet to be fully embraced and acted upon. In part, this is because the research has not been shared widely enough to reach a critical mass audience. Secondly, shifting social attitudes about women and girls to create positive change is a complex process that takes time. This Call to Action addresses these challenges by highlighting and synthesizing the most important research to date and by sharing powerful stories of impact. We also lay out a specific approach (an ALL IN FOR HER Guide) for effectively using our resources to advance women and girls.

THE POWER OF WOMEN AND GIRLS

WHEN A GIRL HAS 7 OR MORE YEARS OF EDUCATION, SHE WILL MARRY 4 YEARS LATER AND HAVE 2.2 FEWER CHILDREN

AN EXTRA YEAR OF PRIMARY SCHOOL EDUCATION BOOSTS

GIRLS' EVENTUAL WAGES BY 10-20%  
AN EXTRA YEAR OF PRIMARY ADDS AN SCHOOL EDUCATION EXTRA 15-25%

WHEN 10% MORE GIRLS GO TO SECONDARY SCHOOL THE COUNTRY'S ECONOMY GROWS BY 3%

IF WOMEN'S PAID EMPLOYMENT RATES WERE RAISED TO THE SAME LEVEL AS MEN'S U.S. GDP WOULD RAISE TO AN ESTIMATED 9%

THE EURO ZONE'S WOULD CLIMB BY 13% AND JAPAN'S WOULD BE BOOSTED BY 16%

WHEN WOMEN PARTICIPATE IN PUBLIC LIFE GOVERNMENT CORRUPTION DECLINES

13 14 15 16

WOMEN DRIVING INNOVATION

As the evidence grows in support of women and girls as key to unlocking change, so too has the number of women and girls taking their place as leaders at the forefront of progress. As award-winning journalist Sally Armstrong writes in her book *Uprising*: "The earth is shifting. A new age is dawning. From Kabul and Cairo to Cape Town and New York, women are claiming home, work, and public space as sites of change."<sup>17</sup>

Their actions and achievements are changing the way the world sees solutions to health, poverty, war, violence and hunger. These women are driving innovative, creative and effective solutions. Many are risking their lives to do so. Stepping up as an agent of change takes tremendous courage and often means threats to personal safety. To ensure they are protected and their voices are heard, we need to step up our support.



© REUTERS/Mian Khursheed

Women Making News

In 1997, 13 women in Senegal made a public declaration renouncing the practice of female genital cutting in their communities. Their bravery and leadership inspired countless others. **To date, over 7,000 villages have also rejected the practice.**

In 2013, 160 Kenyan girls sued the government of Kenya for failing to protect them against sexual violence. **They won.**

In 2013 Malala Yousafzai bravely put her life on the line for girls' education in Pakistan. Her determination and indomitable spirit sparked a **UN petition to bring education to every child by 2015.**<sup>18 19 20</sup>

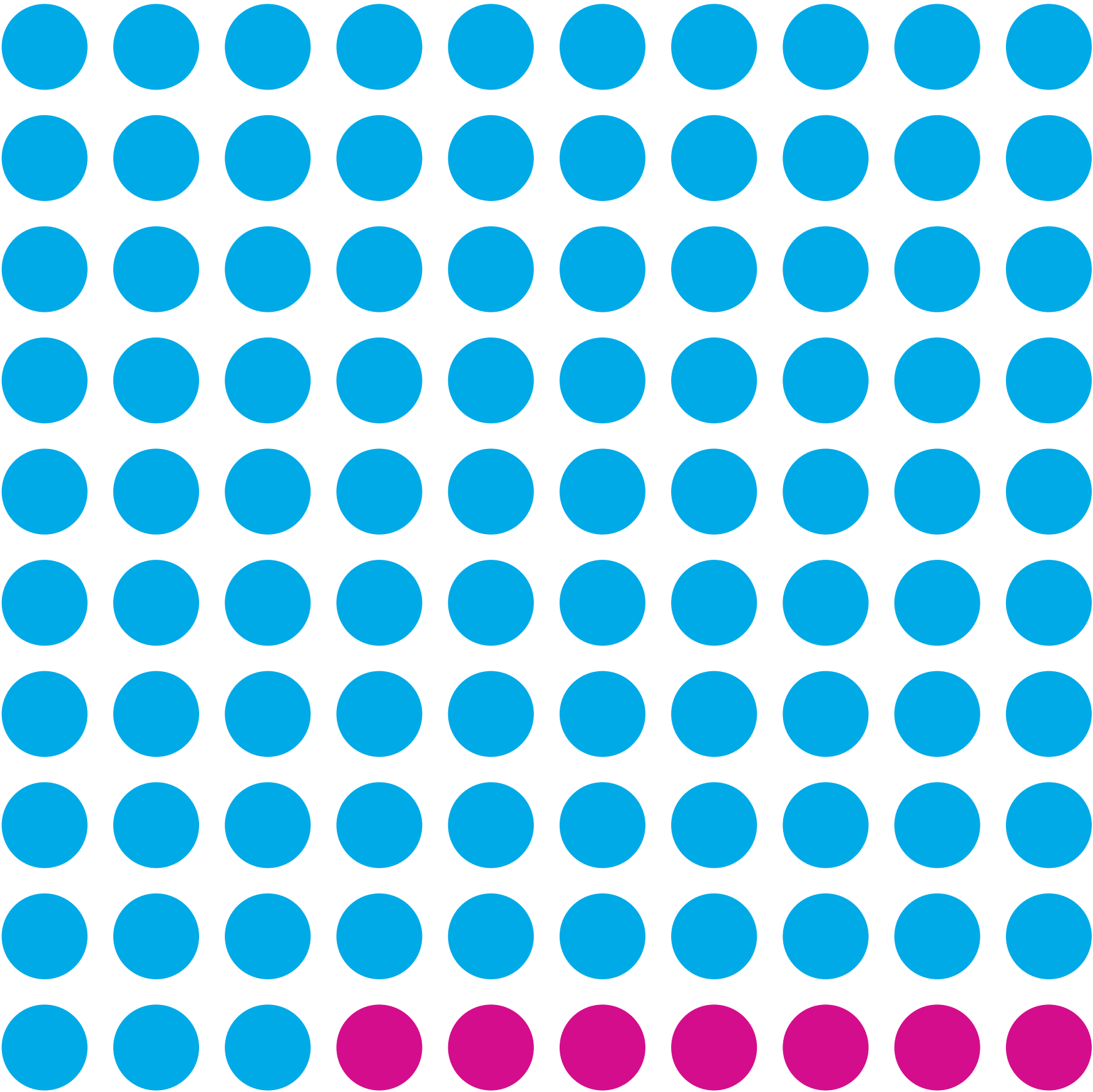
Percentage of all philanthropic dollars deployed to address the needs of women and girls in 2011

Despite this extraordinary momentum, actual investments in women’s rights and empowerment remain a low priority in global philanthropy. **As of 2011, only 7% of all philanthropic dollars has been invested specifically in women and girls.**<sup>21</sup>

Global funding earmarked for adolescent girls makes up less than 2% of international aid dollars.<sup>22</sup>

Two percent is not enough. Seven percent is not enough. Women leaders are ready and willing to lead the charge as change agents in their communities, but they need funding and support to do so.

● Women & Girls  
● Other





WE HAVE THE

# RE\$OURCES

**Here is where crisis meets opportunity. Globally, women today have unprecedented financial capacity, and their financial might is rising fast.**

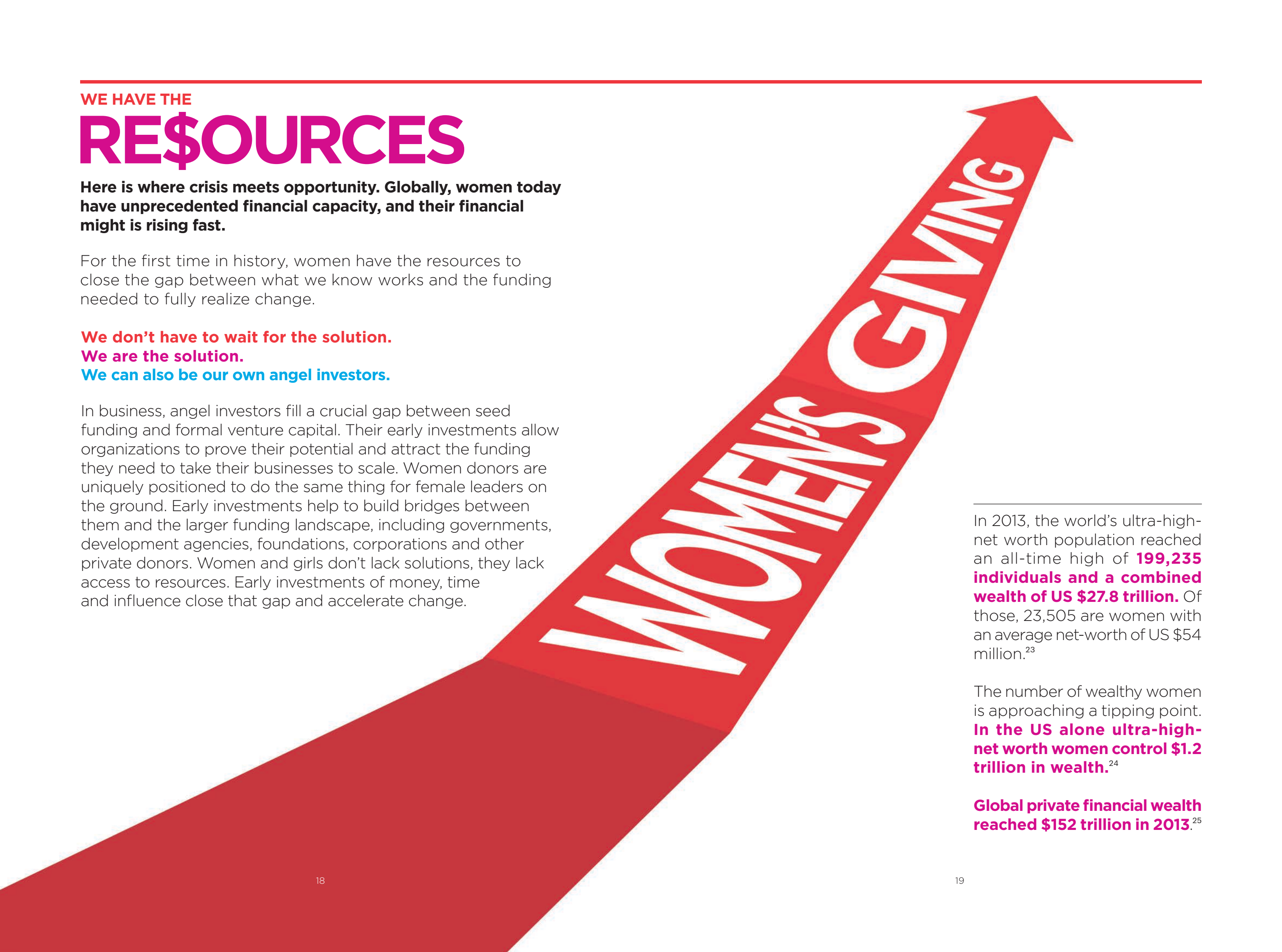
For the first time in history, women have the resources to close the gap between what we know works and the funding needed to fully realize change.

**We don't have to wait for the solution.**

**We are the solution.**

**We can also be our own angel investors.**

In business, angel investors fill a crucial gap between seed funding and formal venture capital. Their early investments allow organizations to prove their potential and attract the funding they need to take their businesses to scale. Women donors are uniquely positioned to do the same thing for female leaders on the ground. Early investments help to build bridges between them and the larger funding landscape, including governments, development agencies, foundations, corporations and other private donors. Women and girls don't lack solutions, they lack access to resources. Early investments of money, time and influence close that gap and accelerate change.



WOMEN'S GIVING

In 2013, the world's ultra-high-net worth population reached an all-time high of **199,235 individuals and a combined wealth of US \$27.8 trillion**. Of those, 23,505 are women with an average net-worth of US \$54 million.<sup>23</sup>

The number of wealthy women is approaching a tipping point. **In the US alone ultra-high-net worth women control \$1.2 trillion in wealth.**<sup>24</sup>

**Global private financial wealth reached \$152 trillion in 2013.**<sup>25</sup>









# HOW TO BE ALL IN FOR HER

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A GUIDE

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## A GUIDE

**ALL IN FOR HER is about maximizing your impact by activating your full resources, reach and influence to advance women and girls. ALL IN FOR HER asks donors to do the following:**

- 1. Give Big**
- 2. Be Bold**
- 3. Apply a Gender Lens**
- 4. Be Collaborative**
- 5. Commit**

On their own, these strategies are not new. They are at the core of effective philanthropy. What is new is combining the five specific actions to achieve holistic and sustainable solutions for women and girls that will ultimately benefit the whole world.

The following is our ALL IN FOR HER guide. We hope that you will use and share these resources to develop and deepen your own philanthropy, and help transform the future for women, girls, men and boys.

ALL IN FOR HER is a transformative approach to philanthropy, not only for the grantees but for the grantors as well. We are not all expert philanthropists. The first step is to realize the extent of your resources and your potential to change the world. We are inviting you to join a community and a movement, and to embrace the power and influence that it entails.

**Become an #ALLINFORHER philanthropist and realize your own potential.**



## 1. GIVE

# BIG

**Gender inequality is deeply embedded in many societies. It manifests in very different ways throughout the world. Interventions to combat it and create opportunity in its place will require big money.**

We don't have to reinvent the wheel. The past and present offer many examples of interventions that we know work. But lack of funding has prevented these solutions from going to scale and other promising change models from taking flight. This is beginning to change. There is a historic movement underway of women making large gifts to women-led and gender-focused organizations and initiatives.

We are asking women philanthropists around the world to define their capacity to give, consider their limit and then stretch beyond it. This is the time to make the biggest gift you can, and to ask others to do the same.

Beyond the more obvious benefits, major gifts can:

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**Drive greater efficiency.** The most difficult funding for non-profits to secure is for core operating expenses and organizational growth. Philanthropists who make large-scale unrestricted gifts fill in crucial gaps left by corporations, governments and international organizations whose funding is often allocated to specific projects. Major unrestricted gifts free up grantee partners to be more strategic, creative and effective over time.

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**Lower fundraising costs.** Money and time spent on fundraising means less money and time spent on program work. Major gifts significantly relieve the pressure and fundraising costs associated with targeting a large number of small-gift donors, enabling non-profits to better leverage their leadership and capacity elsewhere.

Fundraising costs per every \$1 raised:<sup>26</sup>

\$1 - 1.25 Direct mail acquisition  
50¢ Gala/Benefit  
20¢ Corporate/Foundation grant writing  
5-10¢ Major individual gifts

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**Spark social change that lasts.** Change takes time, but non-profits are often prey to an instant-results culture driven partly by funders who want to see short-term measurable outcomes. Major gifts, often with interim benchmarks, enable organizations to focus on long-term maximum return projects that challenge deeply embedded social norms like discrimination and inequality, and can revolutionize entire systems.







2. BE



The most effective philanthropists give more than money. They invest their social and intellectual capital.

Being **BOLD** is about engaging the full range of your influence, knowledge, skills and networks for the organizations and causes you support.

For many women, writing a check is the easy part. But publicly attaching your name to a philanthropic gift can feel uncomfortably like tooting your own horn. Being ALL IN FOR HER means recognizing the power that your name and your story can lend to a cause you believe in. Giving visibly isn't about seeking praise. It's about leveraging your influence to inspire others and to shine a light on your grantee partners.

Don't wait to be asked. Ask your favorite organizations what you can do to help. What do they need that you may be uniquely positioned to deliver because of your skills, experience or contacts?

82% of high-net worth women donors cite personal experiences with an organization's work through volunteering or receipt of services as an important factor that influences charitable decision-making.<sup>27</sup>

'I raise my voice not so that I can shout, but so that those without a voice can be heard.'

Malala Yousafzai

Being BOLD Checklist:

- I've put my name behind my gift, allowing my grantee partner to leverage my leadership to attract new gifts ☐
- I offer my time, expertise, skills and contacts ☐
- I tap into my networks to help my grantee partner find additional financial and skills-based resources and forge new alliances ☐
- I leverage my corporate connections to facilitate a funding request from my partner ☐

"My family has a history of philanthropy, with the message, 'give but give quietly'... By announcing my gift, I was able to have a larger impact... It was about an investment of passion - my money, but also my time, knowledge and leadership."

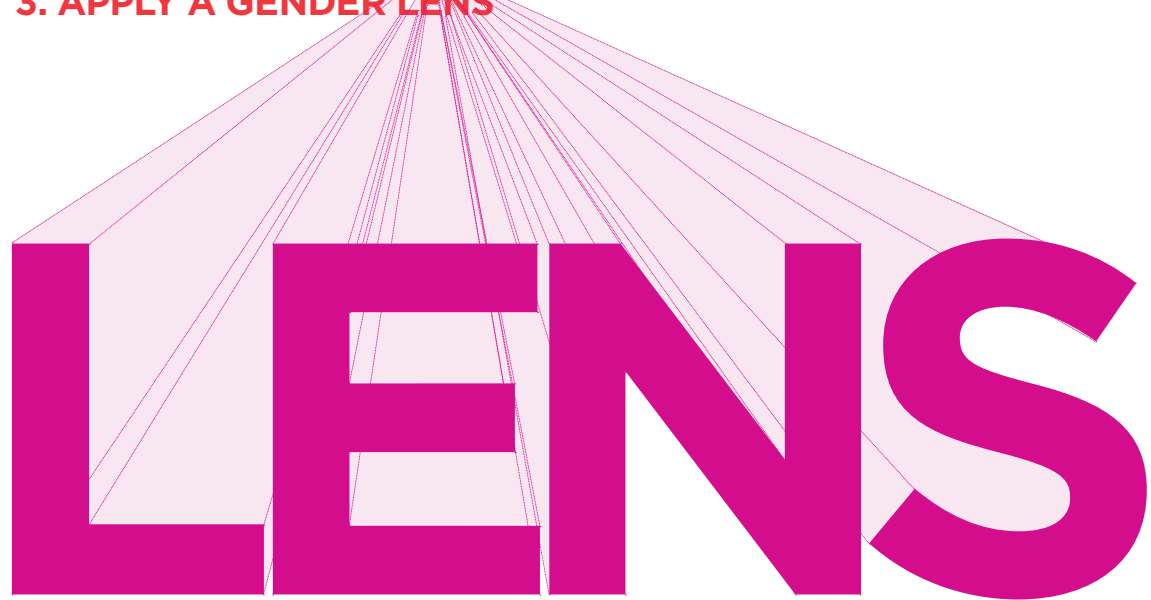
Read Carol Andreae's full story on page 38.

"By stepping into her leadership and making a visible commitment to our organization, Maria inspired another donor to increase her giving to the \$2 million level. The impact was huge. The global women's movement desperately needs more supporters like her if we are going to make the changes we seek in our lifetime."

Christine Switzer, Director of Principal Gifts for the Global Fund for Women. Read more about María Núñez's **BIG + BOLD** gift on page 44.



### 3. APPLY A GENDER LENS



**Effective philanthropy means recognizing that one size does not fit all when it comes to solving social and environmental issues.**

To apply a gender lens is to more deeply examine how culturally entrenched gender norms affect women, girls, men and boys differently, and for men and women to take these distinctions into account when identifying both problems and solutions.

Applying a gender lens doesn't mean limiting that lens to women and girls. In fact, in many cases, gender lens analysis can help improve our understanding and response to challenges faced by boys and men. We're inviting you to use the gender lens for the specific goal of advancing women and girls. Applying a gender lens to your giving to women and girls means considering three questions:

#### 1. To what extent does your philanthropy benefit and enable women and girls?

- Remove gender blinders to ensure participation.
- Use gender-based criteria when measuring impact.

Men's and women's experiences in the realms of work, home, school, family and community life can be very different. When funders work with grantees to identify and account for these differences in all aspects of their programs, they significantly increase the likelihood that the needs and realities of women and girls will become an integral part of the intervention. This added analysis helps create sustainable solutions that benefit the broader community.

#### 2. Are women and girls engaged in aspects of program development?

- Bring the full range of women and girls' creativity, capacity and talent to developing and delivering programs.
- Include women and girls in decision-making.

When women and girls are involved in shaping and implementing programs designed to serve them, the program is more likely to accurately reflect their needs and assets and unique community contexts - and to succeed. This may sound obvious, but all too often, good intentions combined with a top-down "we know what you need" approach leads to programs that fail to deliver results. We simply must ensure that women's and girls' voices are listened to, understood and acted upon. Before you fund a program, be sure to ask about the process involved in creating it.

#### 3. Are women and girls empowered to be leaders and change agents?

- Ensure that women's and girls' experiences and expertise are fully tapped.
- Cultivate champions through outreach and training.
- Become a sponsor or mentor of an exceptional woman change-maker.

Due to deeply engrained cultural biases and gender stereotypes, women's leadership is too often diminished. As a result, women are sidelined from the leadership table when interventions are planned - a time when their insights on the issues at hand would be invaluable. Supporting and encouraging the leadership of women and girls at a grassroots level amplifies the potential for success.

### A Gender Dictionary

**"Gender" is used in multiple contexts. Here's a quick guide.**

**Gender Equity** Ensuring equal access to resources, power, opportunity for females, males, children and families, LGBTQ, etc.

**Gender Identity** An inner sense of being male or female, useful when discussing transgender individuals who feel a conflict between their sex and gender identification.

**Gender Lens or Gender Analysis** Being aware of the impact of gender equity and/or gender norms on a problem or issue.

**Gender Norms** Socially constructed ideals, scripts, expectations for how to be a woman or a man.

**Gender Roles** Social and behavioral norms for how men and women are expected to act: being a doctor or nurse, being martial or maternal.

**Gender Transformative** Gender transformative programs and policies highlight, challenge and ultimately change harmful norms of femininity and masculinity.

**Gender Intelligence** An understanding of and appreciation for the biological differences between men and women including variations in brain structure and chemistry that influence thoughts and actions.<sup>28</sup>

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## 4. BE COLLABORATIVE

**Women donors have long been at the forefront of collaborative philanthropy. To increase our impact, we know we must connect more - and more meaningfully - with others.**

When donors collaborate and give together, they tend to give at higher levels. They are also more strategic with their giving, become more engaged with their communities and acquire more knowledge about the causes they believe in.<sup>29</sup>

In 2011, the *Stanford Social Innovation Review* published an important article by Mark Kramer and John Kania on the power and potential of collective impact, or what happens when a group of leaders from different sectors commit to a common agenda for solving a specific social problem, using a structured form of collaboration. The authors highlighted the unique role that philanthropists can play: “Donors must help create and sustain the collective process, measurement reporting systems, and community leadership that enable cross-sector coalitions to arise and thrive.”<sup>30</sup>

Since the article appeared, hundreds of collective impact initiatives have been created, supported by technology that is facilitating the collecting and sharing of results in ever-increasing ways.

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“Warren Buffett certainly had more than enough money to set up his own new foundation, but he also knew that building yet another grant-making organization would eat up money that could be put to better use: spending it where it’s needed, not on overhead.”<sup>31</sup>

Endeavor Foundation

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**Collaboration enables donors to pursue more ambitious agendas.** Problems such as violence, poverty and disease are too large and complex for any individual funder or organization to tackle alone. By pooling funds, donors can mobilize the resources needed to pursue ambitious agendas with the potential to reach more people and create systemic, lasting change. It has been found that these collaborations often fund underserved and underfunded causes, such as organizations specifically focused on women and girls.

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**Collaboration drives efficiency.** It’s no secret that many organizations with overlapping missions compete for the same limited pool of funding. Major gifts can bring together peer organizations working for the same cause. They can also help to forge unlikely but complementary partners.

COLLABORATE



# READY. SET. GO!

**The case for investing in women and girls is clear. Ensuring their rights and increasing their opportunity is propelling powerful potential that the world desperately needs.**

When we join forces with women and girls and we empower them to drive change, they will lead us to a more just and equitable world for everyone.

**Are you ready?  
It's time to go ALL IN FOR HER.**





3

# STORIES TO INFORM & INSPIRE

IMPACT: DONORS AND ORGANIZATIONS

# DONOR IMPACT STORIES

GIVING BIG, BEING BOLD

“The destiny of the world is determined less by  
the battles that are lost and won than by the stories  
it loves and believes in.”  
Harold Clarke Goddard

# Carol Andreae



Carol Andreae is a philanthropist and co-founder of the Women's Fund of Central Ohio. She works as a life coach and community activist, and is passionate about women's leadership.

## My Story

Getting involved with women and girls was a natural for me, having gone to an all-girls' school, an all-women's college and then becoming a director and career counselor at a women's career center. I jumped at the chance to be part of the founding of the Women's Fund of Central Ohio (WFCO).

My family has a history of philanthropy, with the message, "Give, but give quietly." With the Women's Fund of Central Ohio, I saw an opportunity to support a cause that creates sustainable solutions for women and girls. It felt like the perfect fit. Knowing that I wanted to make my commitment was easy. Of course a million dollars was a significant pledge. I had never given at that level, but the hardest part for me was being open about it and giving publicly.

As a life coach and career counselor, I worked with women about their relationships with money. Maybe, I thought, some of my concerns around money were ones that were holding others back, and by taking a public stand on my philanthropy, I could encourage others to do the same.

By announcing my gift, I was able to have a larger impact. While it meant breaking family taboo, it allowed me to step into my own power in ways I didn't expect. I accelerated the work behind my donation by speaking out about the issues I care about: women and girls and long-term social change. I realized the story was bigger than the \$1 million gift. It was about an investment of passion - my money, but also my time, knowledge and leadership.

One of the most moving rewards after my gift was announced was when a woman came up to me and said, 'Your gift inspired me so much—I used to give \$25 per year, but now I am going to give \$50.' She was saying, "If you can stretch yourself, so can I."

## My Gift

In 2007, I made my **BIG + BOLD** pledge to the Women's Fund of Central Ohio. Its mission is to transform the lives of women and girls by mobilizing the collective power and passion of all women working together.

## Our Impact

**Nichole Dunn, President & CEO, Women's Fund of Central Ohio**

When Carol chose to make her gift public, it immediately inspired another \$1 million donor to come to the table for our organization. Her testimony of being a woman philanthropist - and the timing of this gift, which came when other donors were pulling back due to the economic downturn - elevated and legitimized our work as a women's fund. People started to take notice.

Her gift and story were a catalyst for others to step up into their philanthropic leadership and cast a spotlight on the importance of the Fund's work in reaching women and girls throughout the central Ohio region. The WFCO was still quite young at the time, and while we had another non-public commitment of \$1 million in a will, Carol's public gift and impact was more immediate.

Carol's gift allowed us to double our grant-making. Not only did she bring another million-dollar donor to the table with her announcement, but she also offered a match on new money for annual giving up to \$25,000 afterwards. Her commitment to the WFCO gave us fiscal confidence and the strength and leverage to raise more money for women and girls. She helped us put more money into the community where it makes a difference.

# Mona Sinha



Mona Sinha is a New York City-based entrepreneur, a founding board member of the Asian Women's Leadership University and a Trustee of Smith College.

## My Story

Philanthropy has always been an important part of my life. As the youngest of three girls growing up in Calcutta, I understood the importance of empowering girls early on. I saw gender inequality everywhere. My parents were constantly asked, "No sons?" At Mother Teresa's orphanage, where my sisters and I volunteered, the boys always got adopted first. I also noticed that there were more young girls begging in the streets than boys. My mother insisted that my sisters and I volunteer as tutors as we grew up, to instill in us the importance of giving education back to those who did not have it as readily as we did.

When it came time for college, anonymous financial support enabled me to have a transformational education at Smith College. I've always wanted to thank those donors in person and learn what motivated them to support women from India, but I understand their decision to give anonymously. My mother always told me, "The best recognition comes from the people you support."

When I joined Women Moving Millions, I saw the value of activating my voice and influence for the issues I am passionate about. I tap my connections, call attention to issues, and actively fundraise, because I believe that the more we support women through education and leadership training, the better chance we have of leaving behind a restored world.

It's not about recognition, it's about impact. You can't inspire others by being quiet.

## My Gift

In 2010, I made my **BIG + BOLD** \$1 million pledge in support of educating women to be leaders. Part of that gift went to Apne Aap whose mission is to increase choices for at-risk women and girls in order to ensure access to their rights. Apne Aap also works to change policy to protect women against violence and from being bought for sex.

## Our Impact

**Ruchira Gupta, Founder  
& President, Apne Aap**

It meant a lot to me when Mona got involved with Apne Aap, because not only does she have a gender lens in her funding, she is also from Calcutta. We wanted to find a donor who truly understood our community on a personal level.

When Mona first came to Calcutta to see our work, she bonded with the girls instantly and had an innate understanding of and sensitivity to their experiences. She was a pioneer in many ways, and her gift came at a time when no one else in Calcutta would show the same leadership around sex trafficking.

For most non-profits, money is always an issue. It can be difficult to identify the right type of donor, and at times larger foundational funding comes with challenging programmatic restrictions or other limitations. Mona's gift gave Apne Aap an alternative to larger foundational grant seeking. Because of Mona, I can now choose which foundations to approach for funding and partnerships. Her gift gave us leverage, helped build our infrastructure, and paved the way for other women to come to Calcutta. With her help along with the NOVO Foundation and other Women Moving Millions members, we no longer have to compromise our programs and goals in order to meet funding requirements.



# Mary Tidlund



Mary Tidlund is a philanthropist, founder and board president of the Mary A. Tidlund Charitable Foundation based in Alberta, Canada.

## My Story

If someone asked me five years ago what it meant to give with a gender lens, I would have assumed it meant giving only to “women’s issues.” I used to focus my work and my giving more traditionally, more broadly. I wanted to help everyone. I’ve since come to understand that every issue is a women’s issue. If we want to have impact in health, education and poverty alleviation, we must integrate women and girls.

I always understood gender dynamics intimately. I used to work in the oil and gas industry and at that time it was a male-dominated industry. I started my own company because I knew that despite my hard work, I would most likely be doing the same thing in my career for many years. Even when I became the president and CEO of an oil company, I stood alone as the single woman and woman of color in a leadership position.

I just needed time. It wasn’t until a trip to Angola with my foundation that I really began to reflect. This was where I had my “aha!” moment. At the time of my visit, the war had just ended and what was left of the population was largely women and children. We were funding a microfinance program, and I remember seeing how those women used their money for their families and to grow their own small businesses. It was incredible. The loans changed the dynamic of the community and helped to build the women’s confidence, self-esteem and leadership skills. That’s when I realized the impact of women’s empowerment.

## My Gift

In 1998, I founded the Mary A. Tidlund Charitable Foundation. My **BIG + BOLD** \$1 million gift came from my community and went to funding our organization’s work globally in health education and the alleviation of poverty. One of the organizations we funded was DESEA Peru whose mission is to provide clean water, health and education for Andean communities.

## Our Impact

**Sandra McGirr, R.N.,  
Vice President, DESEA Peru**

DESEA Peru’s mission is to improve the health of impoverished communities throughout the Andean region by training and empowering women as community health workers and delivering clean water through biosand water filters. When I first met Mary in 2009, the reach of our organization’s work was very limited. We wanted to expand and offer more extensive programs to more communities but did not have the capacity. Our organization had just received news that an important grant we applied for in Canada had been denied.

Mary knew that integrating women and girls was key to advancing community development, so she invested in them, and us. In the areas where we worked, the concept and culture of machismo is extremely prevalent. Men are usually the community leaders. They are the ones taught Spanish, and they are the ones most often trained as health workers. The problem is, men don’t participate in family or community health. It is the women who run the families. They know the details of life in their village. They know who is sick, who is pregnant, who is a victim of abuse. Women are the ones that come to the clinics and they are the ones who bring their children.

Mary understood the untapped power of women. Her gift of funds and the mobilization of Canadian medical workers helped us expand our programs and build a team of female community health workers to bring greater healthcare education and resources throughout the Andean region. Her contribution to the work of DESEA has helped to reduce maternal and infant mortality rates, and improve health outcomes in the DESEA communities.

# María Núñez



María Núñez is a San Diego-based international tax and estate planning attorney and philanthropist who helps high-net worth global families achieve their estate planning objectives.

## My Story

My father traveled from Mexico to Illinois as an immigrant worker in the late 1940s. He initially worked in the fields and laid railroad track. Thanks to a chance encounter and eventual friendship with a generous man who liked the Spanish language, my father became a US resident and was able to secure a job with John Deere. He rose from assembling tractor tires to translating their operating manuals. The family returned to Mexico, but my father's work for John Deere provided us with a middle-class upbringing. My mother was passionate about education. She aggressively pursued scholarships for us so we could receive a good education.

My childhood was challenging, but amazing people touched my life. I was

transformed from a fearful girl with no self-esteem into a determined and passionate woman who changed the course of her life. An opportunity to travel to San Diego at 19 revealed a new world, and I decided to stay. There was no putting the genie back in the bottle. With support from family, friends and mentors, I became a wife, a mother and a lawyer and, later, a partner in the largest law firm in the world.

I have been involved in many causes, but I knew I wanted to find my true passion and focus on one thing. The day I saw the movie *Slumdog Millionaire*, I realized that, although I had faced a lot of challenges, I was given the opportunity to develop to my full potential. I knew then that I wanted to devote all of my resources to help give every little girl the chance to do the same and to have an impact in turn on her children, her family, her community and the world.

Although I have had a great career and done well financially, I have never considered myself wealthy. I didn't really understand my own capacity to make a **BIG + BOLD** gift. I made a commitment that is financially challenging for me because the need is so great, the people committed to the cause are amazing, and I believe that now is the time to create lasting change. The gentleman who sponsored my father's residence could have never imagined the cascading impact he had on my father, my family and all of those who, directly and indirectly, will benefit from my ability to boldly support women and girls around the world.

## My Gift

In 2013, I made my **BIG + BOLD** gift to the Global Fund for Women. Its mission is to advance the rights of women and girls worldwide by increasing resources for and investing in women-led organizations and women's collective leadership for change.

## Our Impact

**Christine Switzer,  
Director of Development,  
Global Fund for Women**

Maria is an incredibly generous and sophisticated donor who understood the importance of investing in a global women's fund, and the power of giving general support for women and girls.

When Maria made her \$1 million gift, she made a statement about her belief in our work, our values and the importance of eliminating gender violence and achieving gender equality for global development.

By stepping into leadership and making a visible commitment to our organization, Maria inspired another donor to increase her giving to the \$2 million level. The impact was huge. When donors like Maria make substantial gifts, we are able to take exponential leaps to transform the women's movement and to shape gender equity across the globe.

Her commitment and willingness to make the stretch was truly an inspiration. Her desire to encourage others to invest in global women's rights and movements has also had a big impact on the Global Fund for Women. By motivating others to give as much as they can, to address the root causes of global poverty and inequities, she is increasing resources for women and girls. The global women's movement desperately needs more supporters like her if we are going to make the changes we seek in our lifetime.

Her unrestricted gift and others like it allow us to be strategic and creative in the way we address the enormous unmet needs around the world, and to make greater strides to achieve lasting change.



# Barbara Dobkin



Barbara Dobkin is a philanthropist, social justice activist and leader with a focus on advancing women in all sectors of society. She has played founding roles in the White House Project, the Jewish Women's Archive and Mayan: The Jewish Women's Project and is immediate past Chair of American Jewish World Service.

## My Story

I did not come from a family of means but one with a deep tradition of giving. I can remember my grandmother telling me at an early age that if anyone asked me for money, they probably needed it more than I did. Later in life when we started earning money it came with recognition of our privilege and a deep sense of responsibility. But I wasn't always strategic in my giving. In the early years of philanthropy, when I got involved with my first few organizations, I always gave a set amount of \$100 no matter what the donation requirement was. The minimum donation could have been \$3, and I would give \$100. I wasn't as intentional about my philanthropy as I am today. For me, donor leadership isn't about recognition; it's about partnership, respect and commitment. Too many donors stipulate requirements that are detrimental to

the work of an organization. If donors respect what an organization does, they should not place a time limit on their support. Thinking that in three years an organization can devise a program, get it off the ground and begin to evaluate it is unrealistic. When donors, including foundations, fund only specific projects, the organizations pad their requests or are left to hustle to keep the lights on, pay the staff, cover insurance, etc. This is not to say that I never give designated grants. But when I do, I make sure there is adequate provision for overhead.

Gender has always been important to me. I grew up in the '50s, and experienced gender inequality in my everyday life. Too many people believe women's issues no longer need support. While nothing could be further from the truth, this translates into a major funding crisis for organizations that work to empower women and girls. I know this funding crisis first hand as I've been on both sides of the table, as an employee of not-for-profits and as a board member of many.

For more than 20 years, I have encouraged women to step up to the plate with mixed results. Women and girls have endless potential to change global development, but donors must strive to be more strategic. We can't just sit back and wait for change to happen. Women must step into our donor leadership and call on others to join us.

## My Gift

In 1993, I made my first **BIG + BOLD** \$1 million gift to establish Mayan, a feminist organization to act as a catalyst for change for women in the Jewish community. That gift unleashed the power of my philanthropy. I have since made many gifts of \$1 million, each targeted toward social change for women. My most recent gift went to American Jewish World Service, the leading Jewish human rights and development organization working to realize human rights and end poverty in the developing world.

## Our Impact

**Ruth Messinger, President,  
American Jewish World Service**

Barbara is a leader in every sense of the word, and it is because of donors like her that organizations are able to not only survive, but thrive.

Barbara first got involved with American Jewish World Service (AJWS) as a donor. She joined a Study Tour to India that highlighted our work with a partner organization in women's economic development and microfinance. On the trip she saw the exponential impact that increased funding could have for the women in the community, became a larger donor and eventually joined our board of directors and became its chair.

If you've worked in non-profits you know that not all directors or donors are created equal. As a donor Barbara understands that organizations must be able to make choices about their funding. She will say, "I know we are primarily a grant-making organization, but our advocacy work is critically important so if you can't raise money for advocacy, let me help by targeting some of my funds to that purpose." She otherwise doesn't restrict her funding to specific programs or initiatives, and her intuition for long-term sustainability and generosity is invaluable to our growth. As a board member Barbara is an active champion in the world, leveraging her enthusiasm, visibility, and pledge to help bring other donors to the table for our organization and is involved with her board colleagues to make the organization as strong as it can be.

The women's movement needs more sophisticated donors like Barbara - women willing to fully invest their time, treasure and talent for the advancement of women and girls.

# Demi Moore



## My Story

My eyes and heart were opened to the issue of sex trafficking almost eight years ago when I saw a report about children who were forced into sex slavery in Cambodia. I was horrified and I knew I couldn't live in a world in which this was taking place without doing something about it. I started to research the issue and became even more enraged when I learned that this wasn't an isolated issue. Millions of children around the world, including children here in the US and in Southern California, were victims of this horrible abuse.

In particular hearing about the vulnerabilities of the children that pimps preyed upon motivated me to get involved because I knew what it was like to want to build a better life. At 16, I was living in an unstable

and challenging home, and I moved out on my own. I quit school and found a job. With no education, few skills and no safety net, my options were limited. I can look back now and know how truly vulnerable I was, and how I was preyed upon. Gratefully I had a focus, a direction for a career that helped me navigate the uncharted territories of adult life on my own. I experienced some success early on that reinforced I was on the right path. But it's clear to me now that my life very easily could have taken a different turn. It's tragic that many of these children want the same thing - a better life - and instead they find themselves as victims of sex trafficking.

It's this sense of connection that fuels my desire to work on issues facing women and girls and what ultimately led me to

make a commitment to this issue for the rest of my life. I knew I wanted to work on the issue of child sex trafficking, but I wanted to figure out what specifically we could do to aid and reinforce this important movement.

As we dove deeper, we learned that thousands of children in the US are advertised on the very online classified sites that people use to sell a bike or a couch. And technology isn't only facilitating child sex trafficking; it is increasingly playing a role in other forms of child sexual exploitation. A terrifying example - in 2004, there were roughly 400,000 child sexual abuse images reported to the National Center for Missing and Exploited Children's Victim Identification Program, and in 2011, that number had increased to 18 million files submitted.

When we looked at the response to this issue across the country, we realized it was missing one critical area of focus. If the perpetrators are using technology to exploit our children, why aren't we channeling the best and brightest minds in technology to fight back and rescue our children? We decided to answer by forming Thorn: Digital Defenders of Children.

## My Gift

I made my **BIG + BOLD** gift to Thorn when I co-founded the organization in 2009 and have since supported the work.

## Our Impact

**Julie Cordua, Executive Director, Thorn**

What I admire about Demi's approach to philanthropy is her determination to not "reinvent the wheel," her desire to have tangible impact beyond raising awareness

and, perhaps most importantly, her willingness to take risks and experiment with new approaches that have big potential.

In 2011, after working on this issue for two years, we wanted to take a step back and take stock of what was truly needed in this field. Because of Demi's investment, our team had the flexibility to essentially pause our work and identify how best our assets could be deployed. We spoke with over 100 individuals - from survivors, to NGO leaders, to government officials, law enforcement and more.

It was during this process that we identified the growing gap between how perpetrators were utilizing technology, and how those tasked with protecting our children were often at a disadvantage. When we identified this need, we completely restructured our work to build upon our technical expertise and the Technology Task Force we'd created in 2010. Our mission became driving technology innovation to fight child sexual exploitation.

Demi's leadership comes from financial support, building our network and setting a clear vision. She has helped cultivate a group of donors and pro bono supporters who enable us to move quickly and deliver measurable results.

And, she has helped push us to not be afraid of risk and push the edges of innovation in order to find the best solutions - she is not afraid to fail. Because we push the limits, we've been able to make great headway - whether that be developing a new tool to help identify trafficking victims being sold online or launching the first of its kind deterrence program reaching over a million people who are actively seeking child abuse imagery online.





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# ORGANIZATIONAL IMPACT STORIES

**WOMEN DRIVING CHANGE**

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### Organizational Impact Story 1

## Women, Land and Hunger

How do you reduce the number of hungry people in the world by 150 million?

You give women access to resources, land and training.

Today, women comprise 43% of the agricultural labor force in developing countries. But they lack access to the same resources as their male counterparts, such as land rights, fertilizer, improved seeds and vocational training.

Landesa, a non-profit organization working to secure land rights for the world's poor, places special emphasis on establishing and protecting land rights for women and inheritance rights for girls. They have found that this approach improves family welfare, nutrition and productivity, and reduces violence and infectious diseases. If women farmers had access to the same resources as men, there would be 100-150 million fewer hungry people in the world. Call it the *Women Effect*.<sup>32</sup>

**Increase access.**  
**It works.**

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### Organizational Impact Story 2

## Women and Heart Disease

How do you tame a killer of women that, at its peak, claimed over half a million lives in one year in the US?

You apply a gender lens.

In 2000, the number of women who died from heart disease in the US reached 506,000, surpassing the number of men who died from the disease.<sup>33</sup> This was a wake-up call to the medical community that had long considered heart disease a “man’s disease.” This misconception led to a deadly gender divide in research, diagnosis and treatment that lasted for decades.

When it was finally acknowledged that women’s hearts are different from men’s hearts and require radically different treatments, major breakthroughs became possible in research, treatment and prevention.

Gender-specific medical research is becoming more common practice, but missed opportunities remain a tremendous problem. A recent report identified cardiovascular disease, lung cancer, depression and Alzheimer’s disease as common illnesses that men and women experience differently.<sup>34</sup>

Barbra Streisand is among the visionary philanthropists committed to gender lens investing. She has helped save thousands of women’s lives through her partnership with the Cedars-Sinai Women’s Heart Center.<sup>35</sup> Additional work by women-centered institutions such as the Mary Horrigan Connors Center for Women’s Health & Gender Biology at the Brigham and Women’s Hospital has the potential to save millions more.

**Apply a gender lens.**  
**It works.**

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### Organizational Impact Story 3

## Female Genital Cutting

How do you get more than 7,000 African communities to publicly declare an end to female genital cutting, a centuries-old practice?

You listen carefully to the villagers themselves.

The World Health Organization estimates that 125 million women and girls worldwide today have undergone female genital cutting (FGC); an estimated three million girls are at risk of being cut every year.<sup>36</sup> FGC has zero health benefits for women and girls but high potential for serious physical and psychological health risks. Even though it is not required by any religion, the practice endures in over 29 African countries and elsewhere around the world due to social, cultural and traditional norms.

Tostan, a Senegal-based non-profit organization,<sup>37</sup> has created a three-year empowering community education program that addresses a range of critical issues and places FGC and other customs like child marriage within the broader context of human rights. The program was developed over a 20-year period through close collaboration with women as well as traditional and religious leaders in the communities Tostan serves.

By listening to the solutions offered by local participants and then supporting the women to reach out to their relatives in other communities, the program has had unprecedented success reaching entire social networks, including men and boys, on human rights and responsibilities. To date, Tostan’s model has led over 7,000 communities in eight African countries to declare an end to the practice of FGC.

**Listen to women.**  
**It works.**

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### Organizational Impact Story 4

## Garment Workers

How do you improve the career prospects of 80% of the world’s garment workers?

You educate women.

Worldwide, 80% of garment workers are women, but the opportunities for these women to advance in their careers are few and far between, leaving their families economically vulnerable.<sup>38</sup>

In 2007, Gap Inc. created PACE, the Personal Advancement & Career Enhancement program, which teaches women both life skills and technical skills over an 8-10 month period. Participants learn communication strategies, problem solving, decision-making, financial literacy and gender equality, as well as specific skill sets that help to improve their career prospects at the factories where they work.

Since its inception, PACE has educated more than 25,000 female garment workers. Women workers in Cambodia who went through the program were promoted three times faster than peers at the same factory who did not participate; 49% of participants reported higher levels of self-esteem and confidence. In India the number of participants who said they were able to save more money increased by 69%.

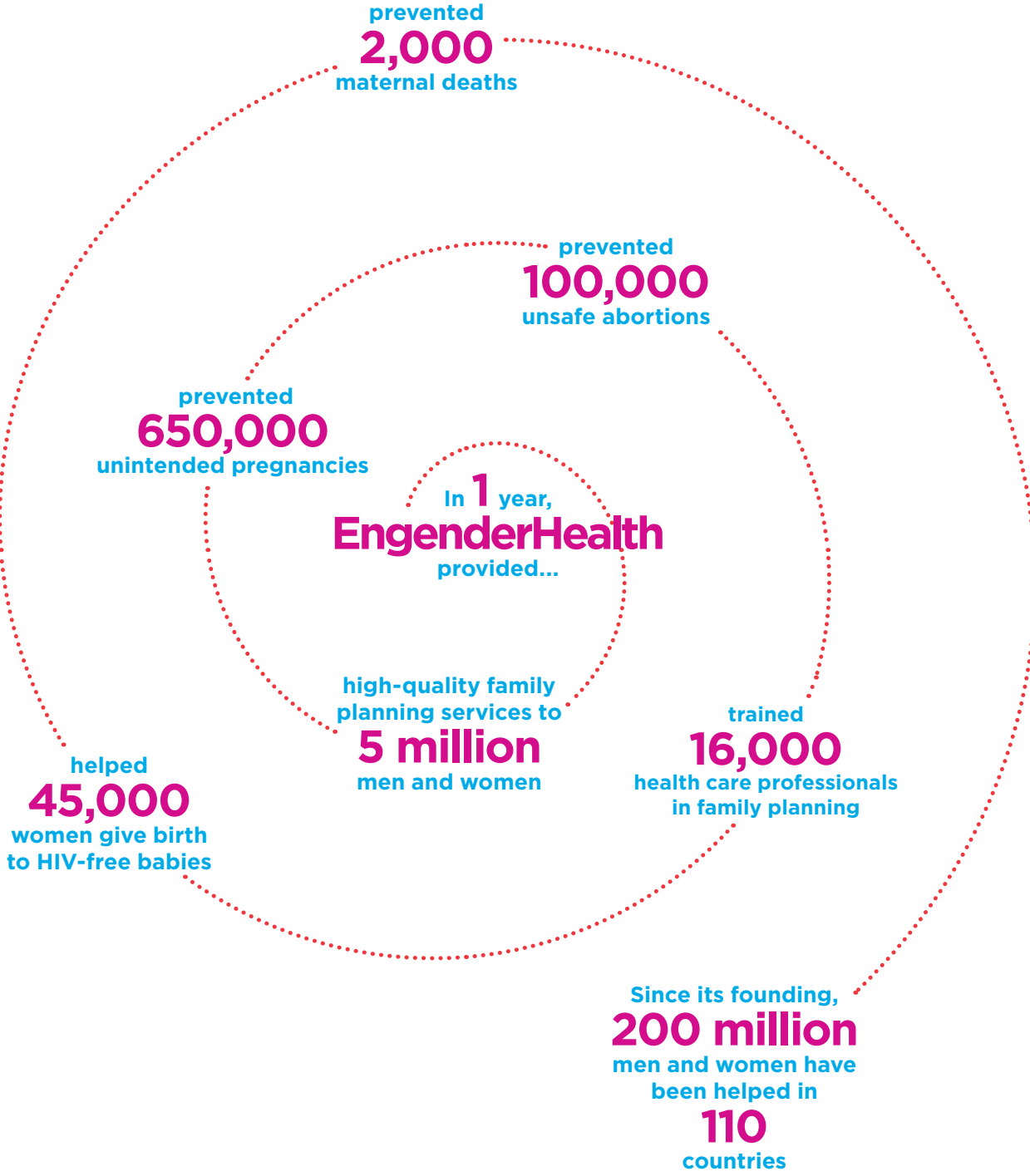
**Educate women.**  
**It works.**







**HIGH-IMPACT: WOMEN’S HEALTH CARE**



“The challenge ahead is to...accelerate momentum so that every pregnancy is planned, every child is wanted, and every mother has the best chance at survival.”<sup>39</sup>

**Organizational Impact Story 5  
Maternal Health**

How can you prevent up to 2,000 maternal deaths per year?

You give women control.

Every day, approximately 800 women die from pregnancy or childbirth-related complications worldwide.<sup>40</sup> For each death, another 25-50 women survive, but suffer from devastating injuries such as obstetric fistula, a condition that creates an abnormal hole in the birthing canal.<sup>41</sup>

If women have full access to contraceptives, pre-natal health services and family planning, many of these deaths and injuries could be prevented or treated. But the issue of access can conflict with cultural and traditional norms. EngenderHealth, a global non-profit organization that has worked to improve women’s reproductive health and rights for over 70 years, may have the answer. Their pioneering, award-winning programs engage and involve local women in creating health solutions that respect local ways and customs - while moving the needle on women’s reproductive health and rights, including changes in the roles that women and their partners play in planning their own families and future.

EngenderHealth estimates that for every \$1 invested into family planning, up to \$6 are saved in other areas such as housing, education and other public services. Now that is high-impact investing.

**Give women control.  
It works.**

**Organizational Impact Story 6  
Ensuring Girls Know  
Their Rights**

How do you create laws, policies and funding plans to benefit adolescent girls?

You empower girls.

One quarter of the world’s 600 million adolescent girls live in extreme poverty, and many more face major obstacles and discrimination on a daily basis. Millions of young girls are forced into marriages as child brides, experience violence or sexual assault and are denied basic rights every year.

AGALI, the Adolescent Girls’ Advocacy & Leadership Initiative,<sup>42</sup> advocates for laws and policies that protect adolescent girls, works to improve their economic prospects and increases their access to education and health services. At the core of their strategy is a training program to empower young girls to speak their minds and stand up for their rights.

To date, AGALI has trained over 40,000 adolescent girls and provided funding for over 600 grassroots organizations that are working to improve the lives of adolescent girls. These efforts have contributed to the passage of national laws and policies that have benefitted approximately two million girls worldwide.

**Empower girls.  
It works.**

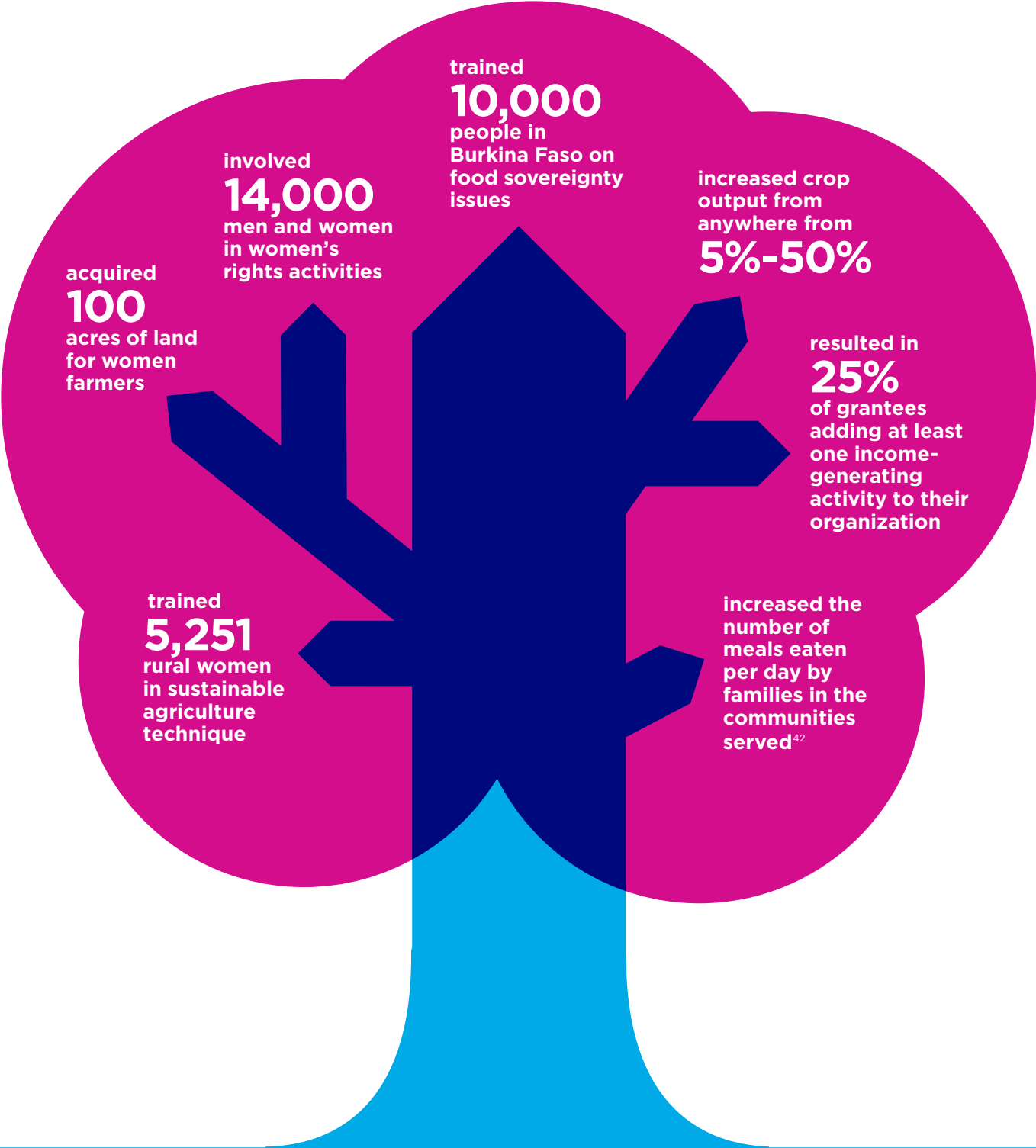






EMPOWER WOMEN FARMERS

Global Fund for Women’s  
Agricultural Initiative<sup>43</sup>



Impact Story 7  
Poverty and Hunger

How do you increase agricultural yields by up to 50% and reduce the number of hungry people in the world?

You empower rural women farmers.

Every day worldwide, 1 in 8 people go hungry, nearly all of them in developing countries. Over a quarter of the world's hungry children live in Africa where 1 in 4 people is chronically undernourished. In the past few years, the problem has only gotten worse.<sup>44</sup>

In June 2011, the Global Fund for Women launched a 2.5 year initiative in Uganda, Kenya and Burkina Faso to increase sustainable agricultural practices and promote women's rights. Grantees were 22 rural women's groups with missions rooted in agricultural issues.

Women farmers received agricultural training and equipment as well as training in land rights, food management, decision-making strategies and human rights.

Empowering women farmers was the key to success. The initiative found that when women farmers train their fellow women farmers, sustainable agricultural practices significantly improve compared to similar training provided by outside experts.

After witnessing the positive results of this work, 14 of the 22 grantee groups announced their intention to expand their women's rights activities.

**Empower women farmers.  
It works.**





# RESOURCES

REPORTS WOMEN'S FUNDS GIVING CIRCLES  
DONOR NETWORKS

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## 10 MUST-READ REPORTS

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There is an abundance of information supporting this Call to Action. Below are 10 carefully curated reports to help inform your decision to be ALL IN FOR HER.

## 10 MUST-READ REPORTS

### 1. Voice and Agency: Empowering Women and Girls for Shared Prosperity

The World Bank, 2014.

This World Bank report goes to the heart of the challenge for women's empowerment: the norms and traditions that actively constrain opportunities for women and girls. Until norms change to give women and girls 'voice and agency', cycles of poverty, discrimination and violence will not be broken. The report provides hard economic data on the importance of achieving women's and girls' rights.

[http://www.worldbank.org/content/dam/Worldbank/document/Gender/Voice\\_and\\_agency\\_LOWRES.pdf](http://www.worldbank.org/content/dam/Worldbank/document/Gender/Voice_and_agency_LOWRES.pdf)

### 2. The Gender Global Entrepreneurship and Development Guide: A 30-Country Analysis of the Conditions That Foster High-Potential Female Entrepreneurship

Dell, 2014.

The Gender Global Entrepreneurship and Development (GEDI) is the world's only diagnostic tool that comprehensively measures high-potential female entrepreneurship by analyzing entrepreneurial ecosystems, business environments and individual aspirations across 30 developed and developing economies spanning multiple regions. It provides a systematic approach that allows cross-country comparison, benchmarking, and identifies data gaps. The goal of the research is future oriented and designed to be a tool to guide leaders, policymakers and law-makers in identifying country-wide strengths and weaknesses and developing strategies to create more favorable conditions in their countries to enable businesses founded by women to thrive.

[http://i.dell.com/sites/doccontent/corporate/secure/en/Documents/Gender\\_GEDI\\_Executive\\_Report-2014.pdf](http://i.dell.com/sites/doccontent/corporate/secure/en/Documents/Gender_GEDI_Executive_Report-2014.pdf)

### 3. The Global Gender Gap Report

World Economic Forum, 2013.

This annual global index shows a strong correlation between gender equality and a country's prosperity and economic competitiveness. A solid reference for understanding how gender equality is critical for advancing economic, social and political progress worldwide.

<http://reports.weforum.org/global-gender-gap-report-2013/>

### 4. Untapped Potential: European Foundation Funding for Women & Girls

The Foundation Center in collaboration with Mama Cash, 2011.

Mama Cash, the world's oldest international women's fund, commissioned this first-of-a-kind report on the scope, distribution and diversity of European-based funding for women and girls. The research draws on a mixture of surveys and interviews to understand the range of philanthropic interest and strategies in this funding area and establishes critical baseline data for measuring change in the future.

[http://foundationcenter.org/gainknowledge/research/pdf/untapped\\_potential.pdf](http://foundationcenter.org/gainknowledge/research/pdf/untapped_potential.pdf)

### 5. 2012 World Development Report: Gender

World Bank, 2012.

This report argues that closing persistent gender gaps is a core development objective because it is smart economics, and it identifies the areas where gender gaps are most significant and four priorities for public action: Reducing excess female mortality and closing education gaps; improving access to economic opportunities for women; increasing women's voice and agency in the household and in society and limiting the reproduction of gender inequality across generations.

[http://wdronline.worldbank.org/worldbank/a/c.html/world\\_development\\_report\\_2012/abstract/WB.978-0-8213-8810-5.abstract](http://wdronline.worldbank.org/worldbank/a/c.html/world_development_report_2012/abstract/WB.978-0-8213-8810-5.abstract)

### 6. Sex Specific Medical Research: Why Women's Health Can't Wait

A Report of the Mary Horrigan Connors Center for Women's Health & Gender Biology at Brigham and Women's Hospital, 2014.

Medical research is too often flawed by its failure to examine sex differences. It is now clear that men and women experiences illnesses differently and this report looks closely at 4 diseases where this is especially true: cardiovascular disease, lung cancer, depression and Alzheimer's Disease.

[http://www.brighamandwomens.org/Departments\\_and\\_Services/womenshealth/ConnorsCenter/Policy/ConnorsReportFINAL.pdf](http://www.brighamandwomens.org/Departments_and_Services/womenshealth/ConnorsCenter/Policy/ConnorsReportFINAL.pdf)

### 7. New Actors, New Money, New Conversations: A Mapping of Recent Initiatives for Women and Girls

Association for Women's Rights and Development (AWID), 2013.

The third report in a new research series on resources for women's rights organizing from the Association for Women's Rights in Development, this publication presents the results of their mapping of new donors making major commitments to work with "women and girls", to better understand this trend and its impact on women's organizations.

<http://www.awid.org/Library/New-Money-New-Actors-New-Conversations>

### 8. A Transformative Stand-Alone Goal on Achieving Gender Equality, Women's Rights and Women's Empowerment: Imperatives and Key Components

UN Women: UN Women Policy Division, 2013.

A position paper that addresses the structural causes of gender-based discrimination. The authors call for a transformative framework to achieve women's rights and gender equality in the context of a global conversation

about the legacy and next steps after the Millennium Development Goals.

<http://www.unwomen.org/en/digital-library/publications/2013/7/post-2015-long-paper#sthash.fqTm5uM4.dpuf>

### 9. The Impact of Giving Together

Forum of Regional Associations of Grant-makers, The Center on Philanthropy at Indiana University, and The University of Nebraska at Omaha, 2009.

This study examines how participation in a giving circle changes members' behavior related to giving, volunteering and civic engagement. Key findings: giving circle members are more likely than individual donors to advance a vision for change, conduct research, support general operating expenses and take diversity issues into consideration when making funding decisions.

[http://www.philanthropy.iupui.edu/files/research/2009givingcircles\\_fullreport.pdf](http://www.philanthropy.iupui.edu/files/research/2009givingcircles_fullreport.pdf)

### 10. The Shriver Report: A Woman's Nation Pushes Back from the Brink

By Maria Shriver and The Center for American Progress, 2014.

This groundbreaking report reveals the shocking reality that 100 million people in the US live in poverty or on the edge of it. The story is told through the eyes of women and brings forth both powerful perspectives and practical solutions.

<http://shriverrreport.org/special-report/a-womans-nation-pushes-back-from-the-brink/>

Still want more?

Visit

[www.womenmovingmillions.org/how-we-do-it/resources/](http://www.womenmovingmillions.org/how-we-do-it/resources/) for the Top 100 Reports on women and girls.



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## RESOURCES

# WOMEN'S FUNDS

There is no doubt that donors increasingly recognize the value and impact of investing in the advancement of women and girls and, thankfully, the number of organizations working on this is growing. But the sheer volume of organizations and potential grantees can overwhelm prospective donors. This is where Women's Funds can help.

Women's Funds are public foundations supported by hundreds of individual donors that distribute grants to individual non-profits and initiatives working to improve the lives of women and girls. Women's Funds are experts in the issues crucial to advancing women and girls and bring to the table in-depth research, knowledge and funding considerations that might otherwise be difficult for individual donors or funds to access efficiently. Women's Funds currently manage more than \$1 billion in assets and distribute grants to organizations worldwide.

**The Women's Funding Network (WFN):** WFN is a global community of more than 160 women's funds and foundations spanning 30 countries. This peer network of organizations helps to strengthen collaboration and leadership, and amplifies the voices of fund leaders as part of the women's funding movement.

**Global Fund for Women:** The Global Fund for Women is a grant-making foundation that advances women's human rights by funding women-led organizations worldwide. Since its founding in 1987, the Fund has invested more than \$110 million in support of 4,600 women's groups across 175 countries, getting core funding directly into the hands of women-led groups, and playing a notable role on issues including gender-based violence, ending sex trafficking and rights for domestic workers.

**Ms. Foundation:** Founded in 1973 by Gloria Steinem, Patricia Carbine, Letty Cottin Pogrebin and Marlo Thomas, the Ms. Foundation was a trailblazer in advocating for the funding of women and girls. Today, the foundation exists both as a grant-making organization by funding women's organizations across the country, and as an advocacy group by fighting to ensure that our nation's laws and policies protect the rights of women and girls.

**Dallas Women's Foundation:** Currently the largest regional Women's Fund in the world, the Dallas Women's Foundation is founded on the belief that when you invest in a woman, there is a ripple effect that benefits her family, her community and her world. The Foundation has researched, funded and demonstrated this ripple effect for 28 years, granting more than \$20 million during that time to help create opportunities and solve issues for women and girls in North Texas.





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## RESOURCES

# GIVING CIRCLES

One of the fastest-growing trends in philanthropy is giving circles. These are groups of donors who contribute to a pooled fund which is distributed as grants, based on the collective research and decisions of the group. Most circles are community-based and may focus on particular issue areas, such as health care, poverty or education. Like donor networks, giving circles also provide their members with hands-on opportunities to support a broad range of organizations and resources to learn different approaches to giving, including strategies to maximize impact and their role as philanthropic leaders.

Giving circles are a relatively new philanthropic strategy. The term itself gained currency as recently as the late 1990s.<sup>45</sup> That said, its popularity cannot be disputed: there are now several hundred active giving circles in the US that have distributed over \$100 million in funds to date.

Colleen Willoughby, founding president of the Washington Women's Foundation, is often credited as the founder of this movement. She is quick to emphasize that the rise of giving circles has been fueled by tapping women's leadership. "After 40 years of active volunteerism, I became aware of a disconnect for women donors between their capacity to give and their confidence to make major gifts... I started and focused on women because they were the unseen and unrecognized potential for new philanthropic dollars."

Major donors are uniquely positioned to start giving circles as a way to share their expertise and develop women's philanthropic leadership at all ages and giving levels, while simultaneously promoting a democratic approach to philanthropy.

### PROFILES OF TWO GIVING CIRCLES

The **Asian Women Giving Circle** is a group of women that funds New York City-based projects that use the tools of culture and the arts to raise awareness of, and spark action on, critical issues that impact Asian American women, girls, and families. The circle was founded in 2006 in response to the shortage of philanthropic dollars (less than 1%) going to Asian American communities.

The **Tiffany Circle** has mobilized 600 women to form small donor groups that serve their local American Red Cross chapters since its founding in 2006. Each woman donates her time, skills, and at least \$10,000 to her circle. In the first five years of the program members gave over \$33 million to provide direct aid and support for nearly 1.1 million people.

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## RESOURCES

# DONOR NETWORKS

A donor network is a group of individual donors who formally create a network based on shared values, issue interests or strategies. Unlike giving circles, donor networks are not formed primarily to pool funds. Network membership offers members access to networking opportunities, new giving opportunities, leadership training, travel and philanthropic strategy development.

Finding the donor network that is right for you can be like finding the right college for your high school senior. Every network is different. Spending time "on campus" to get the feel of the place is critically important for finding a good fit. A good online resource is [www.givingcommunities.org](http://www.givingcommunities.org). This platform can help you make the right match based on your interests and preferences. On their website, you can browse the profiles of donor networks and members.

### PROFILES OF THREE DONOR NETWORKS

The **Women's Investment Network (WIN)**, in partnership with PSI, aims to catalyze and develop a new wave of social investors to improve the health and rights of women and girls worldwide. In collaboration with Her Royal Highness Crown Princess Mette-Marit of Norway and Melinda Gates, co-chair of the Bill & Melinda Gates Foundation, WIN leverages strategic investments by engaging the time and talents of philanthropists as well. WIN builds new and influential champions who bring their passion, ideas and resources to tackle pressing issues for women and girls.

The **Women Donors Network** is a community consisting of more than 150 women who each contribute or have direct influence over giving that totals at least \$25,000 annually to progressive nonprofits, political candidates, and various other causes.

**Women Moving Millions** is a community of women (and some great men) committed to catalyzing resources to advance women and girls worldwide. Each member donates \$1 million or more to the organization(s) of their choice. Since its founding in 2007, WMM has catalyzed more than \$500 million in pledges.

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For more information on giving communities, please refer to **Bolder Giving** at [www.givingcommunities.org](http://www.givingcommunities.org).

### RECOMMENDED BOOKS ON PHILANTHROPY

*Do More Than Give: The Six Practices of Donors Who Change the World* - Leslie R. Crutchfield, John V. Kania, and Mark R. Kramer (Jossey-Bass, 2011)

*Women and Philanthropy: Boldly Shaping a Better World* - Sondra Shaw-Hardy and Martha A. Taylor (Jossey-Bass, 2010)

*Giving 2.0: Transform Your Giving and Our World* - Laura Arrillaga-Andreessen (Jossey-Bass, 2011)



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# 5

## WHAT YOU CAN DO

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SHOW TELL SHARE ASK

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# COMMIT

THE TIME IS NOW

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Only you know how to activate ALL IN FOR HER for yourself. For some, it may mean a small change and for others, it might be a total shift in how you engage in social change for and with women and girls.

# 1. Show

Make your commitment via social media, website or email.

Ideas

I am #ALLINFORHER by leveraging my business networks on behalf of women and girls.

I am committing to go #ALLINFORHER by doubling my gift to my local women’s fund.

I am #ALLINFORHER by using the Gender Lens Checklist for my environmental giving.

I am #ALLINFORHER by starting a women and girls’ giving circle.

I am #ALLINFORHER by hosting a discussion with my friends.

# 2. Tell

Tell us your experiences with ALL IN FOR HER: the impact; how it feels and what you’ve learned.

# 4. Ask

We’re here if you have questions or comments:

jzehner@womenmovingmillions.org  
Chief Engagement Officer

# 3. Share

Go to [www.allinforher.org](http://www.allinforher.org) to download the report and share it with friends and networks.

# 5. Thank You

Finally, sincere thanks for reading, sharing and engaging with this Call to Action. Together we can make a better world for and with women and girls that will benefit us all.



[www.allinforher.org](http://www.allinforher.org)  
**#ALLINFORHER**  
[commitment@allinforher.org](mailto:commitment@allinforher.org)



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## QUANTITATIVE ANALYSIS ON WOMEN’S INFLUENCE ON PHILANTHROPY

### Methodology

Estimates of women-controlled wealth in North America and the world were taken from a 2010 study by the Boston Consulting Group (BCG) cited below. These estimates only include the wealth of women who have \$250,000 or more in assets under management (AuM). 2014 estimates were calculated by growing their 2009 estimates using their 8% CAGR projection for 2010-2014. All future estimates were based on a conservative 6% CAGR. According to the BCG report, global women-controlled wealth grew at 7% from 2004-2009.

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**“If you think you’re too small to have an impact,  
try going to bed with a mosquito.”**

**Anita Roddick**

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**COMMIT TO BE  
#ALLINFORHER**



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Unless otherwise indicated, dollar values expressed are US dollars.

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## TESTIMONIALS ON ALL IN FOR HER

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"Like most committed advocates for women and girls, I've witnessed the differences that investments in women and girls deliver for a family, community and country. ALL IN FOR HER pulls all the evidence and supports all the experiences with one comprehensive, persuasive report that will make a big difference in increasing the giving of money and time, and strengthen the undeniable positive impact on the future."

Pat Mitchell, Executive Vice Chair, The Paley Center for Media

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"Working with donors for decades it is clear to me that ALL IN FOR HER understands that fundamentally education leads to empowerment and empowerment leads to action. ALL IN FOR HER hits all cylinders by providing the donor (at different stages of giving) the education that is essential to empowering action."

Patricia Annino, Author, *Women and Money*

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"Research tells us that women often need to be asked to think of themselves as leaders, to run for office, to use their power. ALL IN FOR HER is asking. My answer is yes and I hope yours will be too."

Geena Davis, Actress and Founder, The Geena Davis Institute on Gender in Media

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"This is an amazing moment for women and girls: a moment when great leaps for fairness, justice and parity can be made. But moments must be taken and funded, or they disappear as quickly as they come. That's why ALL IN FOR HER is urgently needed. I'm in. Are you?"

Gloria Feldt, Co-founder and President of Take The Lead

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"For the first time, females are no longer half of humanity. Because of violence that ranges from female infanticide to domestic violence, sex trafficking and sexualized violence in war zones, the world sex ratio is now 101.3 men to 100 women. At the same time, there is proof positive that the single greatest predictor of violence within a country - or that it will use military violence against another country - is not poverty, access to natural resources, religion, or even degree of democracy; it's violence against females. That is what normalizes all other violence. Yet even in the US, less than 10% of philanthropic dollars are earmarked for women and girls. We're at a turning point. Women Moving Millions must lead."

Gloria Steinem, Women's rights activist and author

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"ALL IN FOR HER is a testament to the exponentially growing power of women in philanthropy. When women come together and focus on solving problems, big change happens. Individuals are stronger. Families are healthier. Communities are invigorated."

Debra Mesch, Ph.D. Director, Women's Philanthropy Institute, Indiana University Lilly Family School of Philanthropy

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"ALL IN FOR HER means an improved economy, a reduction in poverty and less conflict. It's history in the making. Get on board so you can say, 'I was there when the earth shifted under the status of women.'"

Sally Armstrong, author *UPRISING: A New Age is Dawning for Every Mother's Daughter*



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